



# Initiatives and Priorities for Wales



Llywodraeth Cymru  
Welsh Government

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# This presentation

- Public health challenges
- Early Years activities
  - Flying Start
  - Review of health visiting
- The ageing population – impacts being felt now



# Public Health challenges (Wales)

- 23% of adults currently smoke. Smoking in children (particularly girls) still prevalent but reducing from 1990 high
- 57% of adults classified as overweight or obese (22% obese)
- 1 in 3 children overweight or obese, (16% obese)
- Less than 1/3<sup>rd</sup> adults and only 52% children take enough exercise
- Excessive alcohol consumption – leading to social problems as well as disease. 14% of 13 yr olds and 32% of 15 yr olds drink every week (internationally one of highest rates)



# Wide range of targeted action

- Anti-smoking activities – *Fresh Start Wales* (stop smoking in cars); ban on tobacco sold from vending machines; *Stop Smoking Wales* campaign
- Substance Misuse Strategy for Wales 2008-18 – includes alcohol and substance misuse prevention interventions for children and families; 'alcochats' brief interventions
- Health improvement programme *Change for Life* – now includes *Games for Life* (children and adults) linked to Olympics; Health Champions – 1100 health professionals signed up



# Targeting child obesity

- Child obesity – *MEND* (Mind, Exercise, Nutrition...Do it!) – over next 2 years will deliver 140 programmes for 1500 overweight/obese children and their families
- Child Measurement programme – heights and weights in reception year
- Promoting breast feeding – UNICEF Baby Friendly Initiative, Breastfeeding Peer Support Gps, Breastfeeding Welcome Scheme
- Welsh Network of Healthy Schools Schemes – food and fitness advice



# Early Years Focus

- Top priority – expansion of Flying Start from 18,000 to 36,000 children and families by 2015
- Cross cutting themes - Tackling Child Poverty, inequalities in accessing healthcare, social exclusion
- New work developing an Early Years Assessment Tool for 0-7yrs
- Completed review of Health Visiting services in Wales – recognition that it is primarily an early years service.



# Flying Start

Flying Start is a programme for families with children up to four years old, targeted at Wales' most deprived communities. The programme encompasses free childcare, parenting support, intensive health visitor support (1:110) and support for early language development.

- Expansion of HV training underway
- £55m programme boosted by £19m capital funding announced Oct 2012

# Health Visiting – next steps

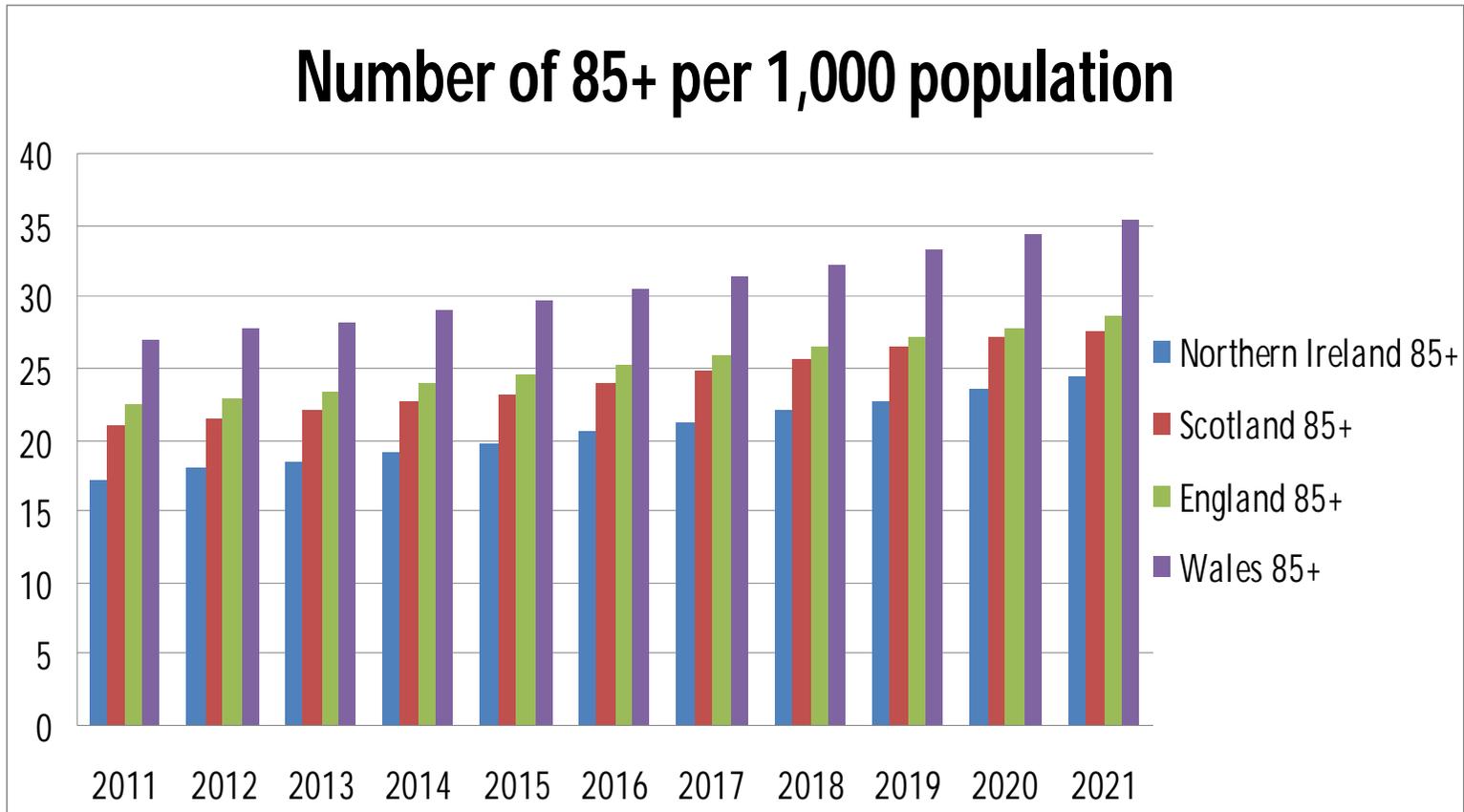
- Survey of current service provision completed 2011 – examination of 'cradle to grave' services
- Early years review completed by expert panel – made 10 recommendations to Welsh Government.
- An implementation group is being convened to explore how these recommendations can be taken forward across Wales – first meeting planned for before Christmas
- Report on Welsh Government website

# Demographic changes

- Wales has the highest number of over 85 year olds – a pattern which will continue and increase over coming years.
- Longevity brings increases in dementia, chronic conditions and a need to organise services differently to maintain independence, support carers and give choice at end of life.

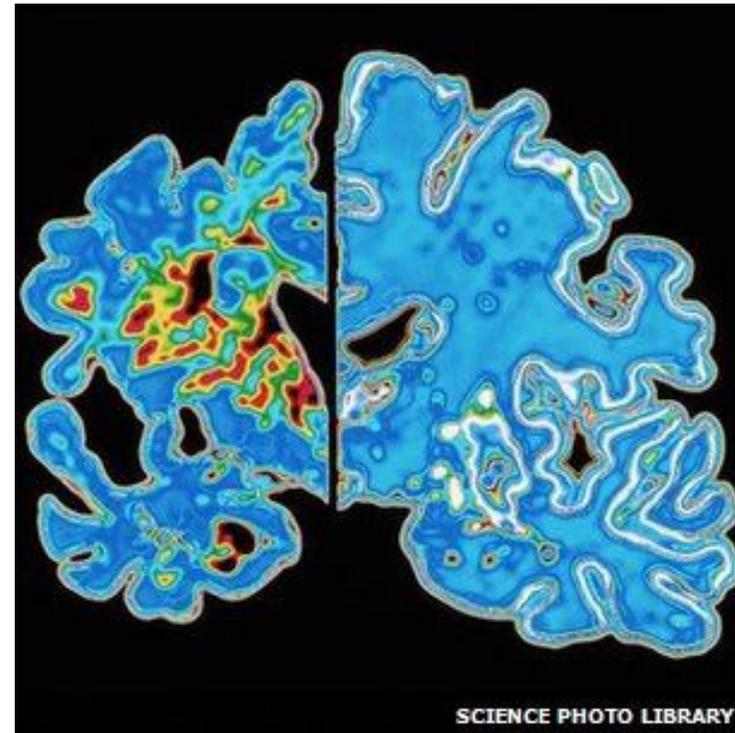


# Ageing population of Wales



# Dementia

- Currently estimated 35.6 million sufferers world wide; 6 million in Europe
- Numbers will double by 2030 and triple by 2050
- Increasing risk with age:
  - 65-69 – 1 : 25
  - 70-79 – 1 : 10
  - 80+ - 1 : 6



# Age in relation to A&E Attendance

A&E Attendances	2010/11	2011/12	% Increase	2012/13 * Forecast	% Increase
16-64 years	477,107	487,658	2.21%	499,508	2.43%
65-74 years	59,505	63,874	7.34%	70,219	9.93%
75-84 years	58,215	61,875	6.29%	66,617	7.66%
85+ years	38,023	41,307	8.64%	45,329	9.74%
	<b>632,850</b>	<b>654,714</b>	<b>3.45%</b>	<b>681,324</b>	<b>4.06%</b>

**All Wales**  
**Major A&E Attendances, Admissions Following Attendance & Associated Bed Days**

